Active Communities Fund

Application for 2019-2020

# What is the Active Communities Fund?

We created the Active Communities Fund to help your community get active and stay active. In particular, this fund supports community-wide approaches for less-structured movement. It is part of [*Let’s Get Moving Nova Scotia: An action plan for increasing physical activity in Nova Scotia*](https://novascotia.ca/letsgetmoving/)*.*  You can apply for several initiatives within a community-wide approach to improving physical activity with this one application.

# Applicant information

Official name of the organization applying for funding:

Mailing address:

City or town : County: Postal code:

Contact name: Title: Work phone: Alternate phone: Email:

Website (if applicable):

Social media accounts (if applicable):

Is your organization

* a not-for-profit society\*? Yes No
* a not-for-profit cooperative\*? Yes No

Are you registered with the Nova Scotia Registry of Joint Stock Companies? Yes No Pending

If yes, provide your Registry Number:

Is your organization registered as a charity with the federal government? Yes No

If yes, provide your registration number:

\*Not-for-profit societies and cooperatives must be in good standing with the Nova Scotia Registry of Joint Stock Companies or federally registered under the Corporations Act as a not-for-profit society or cooperative based and operating in Nova Scotia.

**Total amount requested from the Active Communities Fund: ­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_**

|  |  |  |  |
| --- | --- | --- | --- |
| **OFFICE USE ONLY** | | | |
| **Total application cost: $** | | | |
| **Amount requested: $** | | | |
| **Amount recommended: $** | | | |
| **Notes:** | | | |
| **Regional Manager:** | Name (print) | Signature | Date |

# Registration information

## Municipalities and First Nation communities participating in MPAL

1. Is your organization currently part of the Municipal and Mi’kmaw Physical Activity Leadership Program (MPAL)? Yes No

a. If yes, do you have a one-year, 2019-2020, implementation plan as part of MPAL? Yes No

b. If yes, attach your implementation plan to this application form.

c. Do you have a multi-year plan as part of MPAL? Yes No

## Not-for-profit societies, cooperatives, and other organizations NOT participating in MPAL

1. Is this funding application connected to a municipal or Mi’kmaw physical activity strategy? Yes No

2. Does your organization participate in a community-wide approach that has a one-year, 2019-2020, plan for physical activity? Yes No

1. If yes, attach the plan for physical activity to this application form.
2. List the partner organizations who participate with you in the municipal or Mi’kmaw physical activity strategy.

3. Does your organization participate in a community-wide approach that has a multi-year physical activity strategy?  Yes No

## All applicants

1. Is there a cross-sectoral leadershipcommittee that supports your annual and long- term physical activity plan? Yes No

1. If yes, list the names of the partner organizations and titles or positions of the representatives sitting on the committee.

# What initiatives and spending qualify for funding?

## What spending qualifies for funding?

To qualify for funding under this program, spending must occur AFTER April 1, 2019 or AFTER your funding has been approved. If you choose to spend BEFORE your funding application is approved, your application may NOT be approved and you may have to pay 100% of related costs.

## What initiatives qualify for funding?

1. You can use the Active Communities Fund to help you

1. develop or evaluate policy
2. create, improve, or evaluate physical environments
3. create, improve, or evaluate social environments

If you are seeking funding for an initiative directed at the social environment, describe how you will effectively reach many individuals in the target group through this work:

2. Initiatives should aim to improve physical activity among at least one of the following groups:

* 1. youth ages 12-18
  2. the aging population, anyone 45 years old or older
  3. females in the above age groups
  4. community members who may have minimal access to physical activity opportunities
  5. less active adult population (in general)

You should take a thoughtful approach to targeting specific groups. Consider their needs. This will make your initiative more effective. How will you engage your target groups as you carry out your initiatives? Describe howyou have designed, or will design, your initiatives to ensure your target groups move more.

3. Provide a brief overview of the initiatives for which you are requesting funding: (maximum 300 words)

4. Describe your community’s need for your initiative. How did you identify this need?

5. Do the outlined initiatives need grant funding to advance? Explain.

# Implementation and evaluation plan for initiatives

Complete the following initiative plan template. Add as many goals, objectives, and actions as you need.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Overall goal**—If you have an annual physical activity plan, use its goal. | | | | | | | | | |
| **Initiative A goal**—Tell us what are you want to achieve with this initiative and how it will contribute to the overall goal. | | | | | | | | | |
| **Initiative A objective 1:** | | | | | | | | | |
| **Initiative action** | **Indicators**  (Measures of success) | **Data source**   * survey results * document review * other, explain | **Setting**   * community * workplace * school * healthcare | **Kind of initiative**   * policy * physical environment * social environment | **Target group**   * youth, 12-18 * ages 45+ * female, 12-18 * female 45+ * those with less access * less active in general | **Kind of physical activity**   * walking * cycling * reducing sitting time * active play * other, explain | **Timeframe** | **Responsibility** | **Resources needed** |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| **Initiative A objective 2:** | | | | | | | | | |
| **Initiative action** | **Indicators** | **Data source**   * survey results * document review * other, explain | **Setting**   * community * workplace * school * healthcare | **Kind of initiative**   * policy * physical environment * social environment | **Target group**   * youth, 12-18 * ages 45+ * female, 12-18 * female 45+ * those with less access * less active in general | **Kind of physical activity**   * walking * cycling * reducing sitting time * active play * other, explain | **Timeframe** | **Responsibility** | **Resources needed** |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| **Overall goal**—If you have an annual physical activity plan, use its goal. | | | | | | | | | |
| **Initiative B goal**—Tell us what are you want to achieve with this initiative and how it will contribute to the overall goal. | | | | | | | | | |
| **Initiative B objective 1:** | | | | | | | | | |
| **Initiative action** | **Indicators** | **Data source**   * survey results * document review * other, explain | **Setting**   * community * workplace * school * healthcare | **Kind of initiative**   * policy * physical environment * social environment | **Target group**   * youth, 12-18 * ages 45+ * female, 12-18 * female 45+ * those with less access * less active in general | **Kind of physical activity**   * walking * cycling * reducing sitting time * active play * other, explain | **Timeframe** | **Responsibility** | **Resources needed** |
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1. Budget for the initiatives outlined above for the 2019-2020 fiscal year

Expenses

|  |  |  |
| --- | --- | --- |
| **Initiative: Action requiring funding (from plan above)** | **Expenditure description** | **Amount** |
| Workplace physical activity: Host partnership meeting | Facility rental | $200.00 |
|  |  |  |
|  | Program promotion\* |  |
| **Total expenditures A: $** | | |

\*You may receive up to $500 from the Active Communities Fund for program promotion expenses.

Income

|  |  |  |  |
| --- | --- | --- | --- |
| **Source** | **In-kind value** | **Available funding amount** | **Confirmed** |
| Municipal contribution |  |  | Yes No |
| Fees or charges |  |  | Yes No |
| Partner contribution |  |  | Yes No |
| Other provincial government sources |  |  | Yes No |
| Other |  |  | Yes No |
|  | **Total In-kind: $** | **Total funding: $** | **Total revenue B: $** |
| **Amount requested from the Active Communities Fund (A minus B ): $** | | | |

1. Sustainability

Briefly describe how the outlined initiatives will encourage movement over the long term. These are some examples:

* building knowledge and skills within the community
* developing policy
* enlisting and retaining volunteers and leaders
* enhancing partnership roles

1. Additional information

Is there anything else that we should know about the initiatives for which you are requesting funding? Explain. Attach any additional documentation that may help us to better understand your initiative.

I certify the following:

* I have signing authority for the organization named in this application.
* To the best of my knowledge, the information provided in this application represents the proposed budget and activities for this initiative.
* The organization named in this application understands the Active Communities Fund Guidelines and endorses this application.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Signature** |  | **Date** |  |  |
| **Name (print)** |  | **Position in organization** |  |  |
| **E-mail** |  | **Phone** |  |  |

**Definitions**

**Community members who may have minimal access to physical activity opportunities:** people who experience barriers to accessing physical activity opportunities. Such barriers may include cost, transportation, safety concerns, lack of comfort in the environment, and so on.

**Community-wide approaches:** physical activity initiatives that take place across different settings and sectors. Such initiatives will be more successful in reaching many people and increasing physical activity than a single program or project. Municipalities, First Nations communities, schools, workplaces, and healthcare settings are good places to include in a community-wide approach. Targeted approaches, those that focus on a type of physical activity or a specific group, may be more efficient.

**Cross-sectoral leadership committee:** a committee of decision-makers from a range of organizations within the community. These are some organizations that may provide members for such a committee:

* the local chamber of commerce
* the local centre for education
* the local municipal recreation department
* the local municipal planning department
* the municipality as a whole
* the local zone of the Nova Scotia Health Authority

**Cross-sectoral partnership:** a partnership with representatives from a range of organizations within the community (see examples listed above).

**Less active adult population (in general):** Nova Scotian adults who have reported in citizen surveys that they are physically active 2 days a week or less. Data from the surveys show that less active adults are male and female and come from a variety of income brackets. They mainly get their physical activity through active household tasks and walking. They greatly prefer walking for recreation and active transportation, over any other form of physical activity, when they think of becoming active in the future. While most Nova Scotians prefer walking, less active adults prefer it more than the general population. The most common challenges to being active, according to this group, are lack of time, lack of social support, lack of interest in programming, the built environment, and health issues.

**Less-structured movement:** in this context, activity that can easily fit into daily life in small amounts. Examples include reducing sitting time, active play, cycling, and walking.

**Municipal and Mi’kmaq Physical Activity Leadership Program (MPAL):** a program that pays for a staff person to develop and oversee the implementation of a community-wide physical activity strategy. The Province of Nova Scotia and participating communities share the cost of that person’s salary.

**Physical environment:** includes the natural environment and the built environment. These environments influence how much people move by making it easier or harder to move more. These are some low-cost ways to make physical environments more activity-friendly:

* improve stairwells
* install or improve play boxes
* create community gardens
* paint games like hopscotch on pavement

**Policy:** in this context**,** the written policy or priorities of municipalities, First Nations communities, schools, or workplaces that encourage movement. Examples include policies that encourage access to recreation, walking meetings, active transportation, etc. Action to advance policy like education and awareness-building may be eligible for funding through this grant.

**Program promotion:** includes activities designed to promote the availability of a program such as print or online advertising.

**Social environment:** There are many ways to promote a social environment that encourages movement. To qualify for this fund, social environment initiatives should aim for larger reach. One example is an initiative that encourages communities of volunteers to create social networks that support walking, play, or cycling. Another is to make use of existing campaigns aimed at changing social norms.

**Social marketing:** in this context, marketing to encourage health behaviours such as decreasing sitting and increasing physical activity.Tools to achieve this may include social media, paid advertising on television, radio, and in print, and community-based activities. Effective social marketing uses coordinated messaging and uses multiple tools to encourage behaviour-change.

**Socio-ecological model:** a way to understand and address what contributes to physical activity or sedentary behaviour. It recognizes the importance of the individual, the social and physical environments, and policy in encouraging more movement.